

SENATE RESOLUTION No. 26

DIGEST OF INTRODUCED RESOLUTION

A SENATE RESOLUTION urging the Legislative Council to assign the topic of increasing Indiana's tourism marketing budget to an appropriate study committee.

YOUNG R

February 11, 2014 , read first time and referred to Committee on Commerce, Economic Development & Technology.



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MADAM PRESIDENT:

I offer the following resolution and move its adoption:

1 A SENATE RESOLUTION urging the Legislative Council
2 to assign the topic of increasing Indiana's tourism marketing
3 budget to an appropriate study committee.

4 *Whereas, The study committee will research how other*
5 *states are funding their tourism marketing campaigns,*
6 *determine the success of these campaigns, and conclude if*
7 *Indiana could benefit from implementing similar strategies;*

8
9 *Whereas, Economic studies have shown that for every*
10 *dollar spent in Indiana's tourism economy, 76% has remained*
11 *in the state to support local businesses;*

12 *Whereas, Indiana visitors have contributed \$7.7 billion to*
13 *Indiana Gross Domestic Product, supported over 186,000 jobs,*
14 *generated over \$2.1 billion in tax receipts and paid \$561*
15 *million in Indiana sales tax - 8.5% of the total sales tax*
16 *receipts;*

17 *Whereas, Tourism is the 6th largest industry in Indiana,*
18 *employing 139,900 workers and directly paying wages of over*
19 *\$3 billion. It takes only 382 visitors to support one new job in*
20 *Indiana;*



1 *Whereas, Indiana households would have to pay an*
2 *additional \$472 in state and local taxes to replace revenue*
3 *generated by visitors if visitors stopped coming to Indiana;*

4 *Whereas, It takes only 525 visitors to generate the state and*
5 *local taxes to pay for one Indiana public school student;*

6 *Whereas, Surrounding states have increased their tourism*
7 *marketing budgets which have resulted in more well-placed*
8 *signs, while Indiana has been the only state in the area to*
9 *decrease their budget; and*

10 *Whereas, Increasing the budget would keep Indiana*
11 *competitive with surrounding states, boost the state's economy,*
12 *create jobs, and increase tax revenues: Therefore,*

13 *Be it resolved by the Senate of the*
14 *General Assembly of the State of Indiana:*

15 SECTION 1. The Legislative Council is urged to assign to an
16 appropriate study committee the topic of increasing Indiana's tourism
17 marketing budget.

